

**A Brief Pepsi History: Caleb Brad ham**



**Born in the Carolinas in 1898, Pepsi-Cola has a long and rich history. The drink is the invention of Caleb Bradham (left), a pharmacist and drugstore owner in New Bern, North Carolina.**

**The summer of 1898, as usual, was hot and humid in New Bern, North Carolina. So a young pharmacist named Caleb Bradham began experimenting with combinations of spices, juices, and syrups trying to create a refreshing new drink to serve his customers. He succeeded beyond all expectations because he invented the beverage known around the world as Pepsi-Cola.**



**Caleb Brad ham knew that to keep people returning to his pharmacy, he would have to turn it into a gathering place. He did so by concocting his own special beverage, a soft drink. His creation, a unique mixture of kola nut extract, vanilla and rare oils, became so popular his customers named it "Brad's Drink. Caleb decided to rename it "Pepsi-Cola, and advertised his new soft drink. People responded, and sales of Pepsi-Cola started to grow, convincing him that he should form a company to market the new beverage. 1964 A new product, Diet Pepsi, is introduced into Pepsi-Cola advertising.**

**Actually Pepsi become very popular all over the word, but I discovered that it has different flavors which are not spread all over the world:**

**FOR Example, the Pepsi in Japan has different flavors:**



**Types of Pepsi in Japan:**



**Pepsi Ice Cucumber**: Limited edition green, cucumber-flavored Pepsi sold in Japan in summer 2007.



**Pepsi Azuki**: An [Azuki bean](http://en.wikipedia.org/wiki/Azuki_bean) flavored limited Edition Pepsi released[[1]](http://en.wikipedia.org/wiki/List_of_Pepsi_types#cite_note-0) in Japan on October 20, 2009



**Blue Hawaii.**



**Pepsi Shiso**: Limited edition green [shiso](http://en.wikipedia.org/wiki/Shiso) flavored soda introduced in [Japan](http://en.wikipedia.org/wiki/Japan) during summer 2009.

**There are many other kinds but I mentioned just some of them.**

**Comparing with Arabic cultures there is no flavors ,we only have the regular one but with different shapes in the Pepsi's cans.**



**For the advertisement each year they design a new shape for it.**

**These pictures show how Pepsi spread all over the world.**



**There are "Logos successive" spread all over the world such as:**

**«Stay Qdha», «live challenge», «night guys night Pepsi», «I've got the taste» and other slogans, famous for Pepsi and had a noticeable impact on the spread and adored by the public. During the year 1963, the Pepsi slogan «resurrect» and was aimed at marketing Pepsi drink gives energy and vitality and spirit to the body is contained within the metaphor. This logo has been a great success in the Pepsi Generation campaign, but the misinterpretation of the logo has reflected negatively on the Pepsi, especially in China, where I think that Pepsi has Chinese ancestors back from the dead. Vamtnawa on the request until the drink Pepsi however, it has the interpretation of the logo and translated into Chinese language in an understandable by the general public. As well as it faced the logo is a misunderstanding in both Germany and Taiwan due to poor translation of the logo linguistically.**